Program Data Sheet

Name of Event: Thanksgiving Brunch				Pilot Program
				Revised program
			X	Repeat Program
Date:11-25-04	Day of Week: Thursday		Time: 1100 - 1400	
Location: BBCC	Information Phone #: 2406		Price: 18.95	
Program Coordinator: Don Houchins II				
Phone #: 5656	Fax #: 2245		e-mail Address: catering@monroe.army.mil	
Purpose of the Event: Support DMWR with options for meals on the Thanksgiving Holiday				
Indicator/Measure of Success: Profitability on entire program.				
After Action Report (AAR) Comments from Prior Event(s): Program has always been a big success. Yearly have had comments to add breakfast items to buffet, which we did this year.				

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
	Publicity				
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis		
Sales:	2124.05	Notes: Out of the 2124.05 there were 175.80 in coupons distributed by DMWR. If coupons were not distributed/used we would have sustained a loss of 170.58.
COGS:	1100.00	
Other Revenues:		
Labor:	1018.83	
Other Expenses:		
NIBD:	5.22	

Program Analysis	
Attendance:	112
Indicator/Measure of Success: Profit of program.	
Elements to Change: Look into changing the time of the event to cater more towards Lunch and Early Dinner only.	
Elements to Eliminate: Eliminate the Breakfast portion of the buffet while changing the time.	
Elements to Add:	
Other Comments: This is a hit and miss event. Without membership we do not have the popularity of running these programs that once was. Maybe by changing the time frame we would accommodate more people. I would also suggest that we obtain sponsorship funds to run an ad in the local newspaper on these types of events.	